Policy 6.2.1   Library — Goals, Policies and Action Statements

Goal 6.2A: **Provide a broad and diverse collection of books and other library materials to meet the varied interests and needs of the community.**

Policy 6.2A.1:   Provide a collection of materials in print, audiovisual and electronic formats in support of all library services

Action Statements

6.2A.1a.   Provide a collection of adequate size, quality and diversity that reflects the changing needs of its customers

6.2A.1b.   Acquire and maintain current and relevant materials in response to community interest and demand

6.2A.1c.   Explore the addition of new formats as technologies change and customer interest indicates

Policy 6.2A.2:   Give high priority to the collection of materials for children and their parents, teachers and care givers

Action Statements

6.2A.2a.   Select multiple copies of most wanted titles for children

6.2A.2b.   Promote childhood literacy

6.2A.2c.   Provide materials about non-fiction subjects at multiple reading levels to meet the changing needs of children who are learning English as a second language

6.2A.2d.   Keep the children's collection attractive, up-to-date and representative of the best in children's literature by replacing worn and dated materials with new items

Policy 6.2A.3:   Give high priority to the development of the collection that supports reference services

Action Statements

6.2A.3a.   Provide a current and relevant collection of reference resources

6.2A.3b.   Promote community economic development and the financial well-being of residents by providing business and investment materials

6.2A.3c.   Provide a collection of patents and trademarks

6.2A.3d.   Cooperate with the City Department of Employment Development to provide resources and services to local employers and job seekers

6.2A.3e. Promote the appreciation of local history through a Sunnyvale Collection

6.2A.3f. Examine the needs of the community for new specialized collections

Policy 6.2A.4: Give high priority to providing educational support for library users of all ages

Action Statements

6.2A.4a. Provide materials and services for students in formal education programs

6.2A.4b. Provide materials and services for independent learners engaged in seeking knowledge and skills through self-directed endeavors

6.2A.4c. Explore the provision of library materials and services through an adult literacy program with special focus on English as a Second Language

6.2A.4d. Support and advise the schools to encourage them to develop school libraries

Policy 6.2A.5: Give high priority to developing the Library's collection of Popular Materials

Action Statements

6.2A.5a. Provide multiple copies of titles that are in demand, such as customer requests and best seller lists

6.2A.5b. Provide popular materials in languages that reflect languages read and spoken in Sunnyvale

6.2A.5c. Provide a collection of media

6.2A.5d. Provide a current and changing collection for Teens

6.2A.5e. Provide large print and recorded books for older residents and the visually impaired

6.2A.5f. Emphasize the acquisition of materials of general interest

Goal 6.2B: Provide library services to help community residents find and use the materials and information they need

Policy 6.2B.1: Give high priority to providing reference services for library patrons of all ages

Action Statements

6.2B.1a. Provide current and accurate reference information services

6.2B.1b. Provide reader's advisory service to guide readers to materials in the collection

6.2B.1c. Provide community information and referral services

6.2B.1d. Provide patent reference services based on demand and financial self sufficiency for Sci3 services

6.2B.1e.   Provide research assistance for City department staff projects

6.2B.1f.   Continue to provide free basic reference services

6.2B.1g.   Explore opportunities to be an entrepreneurial library and provide extra fee-based services

Policy 6.2B.2:   Organize and present materials so library users can find what they need

Action Statements

6.2B.2a.   Provide an on-line integrated library system

6.2B.2b.   Provide onsite and remote access to the library catalog

6.2B.2c.   Adhere to international standards for classification and cataloging procedures

6.2B.2d.   Encourage the development of implementation of industry standards to expand access and resource sharing

6.2B.2e.   Classify materials and provide catalog access with the end result of a user friendly system

6.2B.2f.   Provide for fast and accurate reshelving of materials to their proper location for maximum convenience to users

Policy 6.2B.3:   Ensure lending procedures that are convenient to library users

Action Statements

6.2B.3a.   Maintain liberal and flexible conditions of use; place limits on number of items borrowed when absolutely necessary

6.2B.3b.   Explore the need and purpose for library overdue fines and reserve charges

6.2B.3c.   Make as many materials as possible available for use outside the library

Policy 6.2B.4: Provide outreach services at times and locations to meet needs of customers who do not travel to the Main Library

Action Statements

6.2B.4a.   Explore the most effective methods for getting library services and materials out into the community (the Bookmobile, for example)

6.2B.4b.   Cooperate with other City Departments in neighborhood programs and city facilities to reach residents of Sunnyvale

6.2B.4c.   Explore methods through which library users can receive library materials and services at home or in the workplace

6.2B.4d.   Explore providing library services through other facilities (schools, for example)

Goal 6.2C: Provide library programs and publications to educate, enrich and enlighten library users

Policy 6.2C.1: Promote life-long use of the Library and Love of Reading through programs for children

Action Statements

6.2C.1a. Provide programs for children and their caregivers which develop interest and skills in reading

6.2C.1b. Explore means of enhancing educational opportunities in day care by providing guidance for caregivers in selecting stories and planning activities

6.2C.1c. Provide programs for children that reflect the wide cultural diversity of the community

6.2C.1d. Encourage visits from classes in schools to emphasize library services and collections for children

6.2C.1e. Recognize the family as a customer service unit

6.2C.1f. Explore options to meet the demand for preschool programs

Policy 6.2C.2: Provide programs for teens and adults to reflect and expand the broad range of interests of community residents

Action Statements

6.2C.2a. Provide programs which emphasize the enjoyment of reading and enhancement of knowledge

6.2C.2b. Provide an opportunity for teens and adults to connect with experts in areas where they seek skills and knowledge

6.2C.2c. Deepen customer awareness of library resources through programs

6.2C.2d. Provide programs for teens and adults that reflect the wide cultural diversity of the community

Policy 6.2C.3: Give high priority to helping people learn how to use the library and its resources

Action Statements

6.2C.3a. Provide instructional classes about library services and collections

6.2C.3b. Provide instructional classes in using library computer resources

6.2C.3c. Promote information literacy and evaluation skills for customers working independently in the library

Policy 6.2C.4: Promote and Publicize the Library so collections and services are known to a wide range of Sunnyvale residents

Action Statements

6.2C.4a. Publicize library materials through displays, booklists and flyers

6.2C.4b. Inform local businesses of library services and resources

6.2C.4c. Explore the use of cable television to inform residents about the library and to present library services

6.2C.4d. Provide opportunities to make the library visible during community events

6.2C.4e. Utilize media and computer capabilities to promote and publicize the library

Goal 6.2D: **Maintain library facilities and materials and materials that are accessible and appropriate based on changing community needs**

Policy 6.2D.1: Provide access to the Library and Materials

Action Statements

6.2D.1a. Place materials on open shelves so users may serve themselves to all materials in the collection

6.2D.1b. Arrange and display materials so they are easily accessible to all library visitors of different ages and mobility

6.2D.1c. Review the need to provide library signs in languages other than English

6.2D.1d. Monitor changing community needs and patterns of library use and adjust hours as indicated

Policy 6.2D.2: Study the Space Needs of the Library as the population grows and diversifies and recommend the most appropriate configuration for services and facilities

Action Statements

6.2D.2a. Maintain a full service Main Library

6.2D.2b. Conduct a study of space needs in the Main Library in conjunction with national standards and also practices in neighboring libraries

6.2D.2c. Provide a variety of areas in the Main Library to permit individual and group study, browsing and comfortable seating for recreational reading

6.2D.2d. Provide a children's room environment unique to the needs of children and families

6.2D.2e. Give high priority to developing library facilities where the library is a common focal area for the community and to provide meeting spaces for community activities, public discussion and programs for groups of different sizes

6.2D.2f. Explore the feasibility of retail and/or food/beverage service for library customers

6.2D.2g. Periodically assess the adequacy of public points of contact for library services

Goal 6.2E: **Use new technology to optimize the development and delivery of library services**

Policy 6.2E.1: Serve as an access point in the distribution of information in digital formats

Action Statements

6.2E.1a.   Give high priority to assisting library users to evaluate and manage information found on the Web and other digital resources

6.2E.1b.   Continue to provide opportunities to read and learn as digital formats evolve

6.2E.1c.   Provide up-to-date reference information in electronic formats

6.2E.1d.   Provide a library Web page and other Internet content for library customers and explore other ways to maximize library information through the Internet as it evolves

6.2E.1e.   Use systems that will allow patrons to tailor information to their needs

Policy 6.2E.2:   Evaluate new technologies to improve the delivery of library services

Action Statements

6.2E.2a.   Integrate new technologies that meet customer needs in order to be more effective and efficient in delivering services

6.2E.2b.   Continuously develop an infrastructure for technology-based library services

6.2E.2c.   Further develop the on-line integrated library system to maximize its capabilities

6.2E.2d.   Explore the potential for resource sharing and cost savings among libraries through compatible automation systems

Goal 6.2F: **Foster a supportive and collaborative organization to achieve a high performance customer focused library**

Policy 6.2F.1:   Seek cooperative relationships to maximize the effectiveness of library services

Action Statements

6.2F.1a.   Seek partnerships with local businesses and educational institutions to accomplish mutual goals

6.2F.1b.   Cooperate with City of Sunnyvale departments to achieve municipal goals

6.2F.1c.   Participate in regional and statewide Library Cooperative activities to strengthen library services for Sunnyvale residents

6.2F.1d.   Cooperate with other libraries to provide access for Sunnyvale residents to the total library resources of the area through state funded delivery programs and resource sharing of the Library of California

6.2F.1e.   Participate in the State of California universal borrowing program enabling Sunnyvale residents to use freely the resources of participating public libraries in California

6.2F.1f.   Support activities of the Sunnyvale Board of Library Trustees in its advisory role to the City Council including library policy review, receiving input from library users, and advocacy of the library

6.2F.1g.   Cooperate with such organizations as the Friends of the Sunnyvale Library in their efforts to support and promote library services

6.2F.1h.   Participate in the City Volunteer Program

6.2F.1i.   Explore the establishment of a Library Foundation

6.2F.1j.   Seek grant funding to enhance library services

6.2F.1K.   Work with library organizations to support free access to information in all formats for library users through copyright law advocacy related to issues such as first sale and fair use principles

6.2D.1f.   Review the need to provide library signs in languages other than English

Policy 6.2F.2: Seek community input and use other tools to assess the effectiveness of library services

Action Statements

6.2F.2a.   Study outcomes in other libraries to assess if we are meeting State and nationwide standards of library quality and services

6.2F.2b.   Seek community input regularly to assess resident opinion and experience of library services and use this information to continuously improve library customer service

6.2F.2c.   Analyze statistical data to obtain a clear picture of library use and to continuously improve the collection and services

Policy 6.2F.3: Maximize the skills and knowledge of the library staff to deliver high quality library services

Action Statements

6.2F.3a.   Provide staff training and development to achieve a high level of customer service

6.2F.3b.   Encourage a team approach to accomplishing library goals

6.2F.3c.   Provide a flexible career path and advancement opportunities for library staff

6.2F.3d.   Recognize the need to create new leaders in a changing library environment

Policy 6.2F.4:   Adopt practices and systems which streamlines workflow to make library services and materials available to the public

Action Statements

6.2F.4a.   Value the multiple demands on customers' time and provide services efficiently

6.2F.4b.   Encourage customers to be self-sufficient when possible in order to allow library staff to do what is most important to serve the customers

6.2F.4c. Provide careful assessment of new initiatives and the resources needed to accomplish them

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Lead Department: Department of Libraries